

Message Text

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PAGE 01 MEXICO 08406 100907Z

55/67

ACTION ARA-20

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-07 H-03 INR-10 L-03

NSAE-00 NSC-10 PA-04 RSC-01 PRS-01 SPC-03 SS-20

USIA-15 ACDA-19 IO-14 AID-20 DRC-01 /152 W

----- 088559

R 082248Z NOV 73

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 8751

INFO AMCONSUL CIUDAD JUAREZ UNN

AMCONSUL GUADALAJARA UNN

AMCONSUL HERMOSILLO UNN

AMCONSUL MATAMOROS UNN

AMCONSUL MAZATLAN UNN

AMCONSUL MERIDA UNN

AMCONSUL MONTERREY UNN

AMCONSUL NUEVO LAREDO UNN

AMCONSUL TIJUANA UNN

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C O R R E C T E D C O P Y (CORRECT MRN TO READ 8406 VICE 8751)

E.O. 11652: N/A

TAGS: ETRN, MX

SUBJECT: HIRSCHFELD NAMED TO TOP TOURISM POST;

VAZQUEZ COLMENARES TO HEAD AIRPORTS AND

AUXILIARY SERVICES

1. PRESIDENT ECHEVERRIA ON NOVEMBER 6 NAMED JULIO HIRSCHFELD ALMADA, WHO HAD DIRECTED OFFICE OF AIRPORTS AND AUXILIARY SERVICES (ASA) IN GOM, TO HEAD GOM DEPARTMENT OF TOURISM. REPORTEDLY HIRSCHFELD WILL WORK CLOSELY WITH NATIONAL TOURISM COUNCIL, HEADED BY FORMER MEXICAN PRESIDENT MIVUEL ALEMAN, IN EFFORT TO ADD DYNAMISM TO MEXICAN TOURISM PROMOTION.

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2. HIRSCHFELD WAS REPLACED AS DIRECTOR OF ASA BY PEDRO VAZQUEZ COLMENARES, WHO HAS BEEN SERVING AS CHIEF ADMINISTRATIVE OFFICER IN THE SECRETARIAT OF THE PRESIDENCY. AGUSTIN OLACHEA BORBON, FORMER HEAD OF DEPARTMENT OF TOURISM, HAS BEEN NAMED AMBASSADOR TO RUMANIA.

3. COMMENT: WE UNDERSTAND THAT HIRSCHFELD HAS MUCH WARMER RELATIONS WITH THE STILL POWERFUL EX-PRESIDENT ALEMAN THAN THOSE ENJOYED BY HIS PREDECESSOR IN THE DEPARTMENT OF TOURISM JOB, AND ALSO THAT HE HAS A MORE DYNAMIC PERSONALITY. THUS THE NEW JOB SHUFFLE SHOULD BE A POSITIVE STEP IN THE DIRECTION OF MORE COORDINATED AND EFFECTIVE GOM TOURISM ACTIVITIES.
DEAN

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Message Attributes

Automatic Decaptioning: X
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Current Classification: UNCLASSIFIED
Concepts: TOURISM PROMOTION, PERSONNEL APPOINTMENTS
Control Number: n/a
Copy: SINGLE
Draft Date: 08 NOV 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: hilburpw
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: MEXICO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731147/aaaabigl.tel
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Office: ACTION ARA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
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Review Comment: n/a
Review Content Flags:
Review Date: 23 JAN 2002
Review Event:
Review Exemptions: n/a
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EO Systematic Review
30 JUN 2005

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Subject: HIRSCHFELD NAMED TO TOP TOURISM POST; VAZQUEZ COLMENARES TO HEAD AIRPORTS AND
TAGS: ETRN, MX, (HIRSCHFELD ALMADA, JULIO)
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005